

"Swimming with Sharks"

Developing Relationships with Production Builders

Phoenix, Arizona

D.R. Wastchak, L.L.C.
Daran Wastchak

*Residential Energy Efficiency and
Building Science Consultants*



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Outline

- **Company History**
- **Growing Your Relationships with Production Builders**
- **A Full Service Company**



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Company History

- **Fall 1995** - EPA Grant to ASU Del E. Webb School of Construction
- **Fall 1998 to Spring 1999** – Transition management of Energy Star from public to private sector with refundable grant from Southwest Gas
- **March 1999** – Started D.R. Wastchak, LLC (3 employees, 2 clients, doing just Energy Star testing)
- **2002** – By year-end:
 - Seventeen (17) Employees
 - 24 builder clients
 - 120+ subdivisions
 - 6,138 homes labeled as Energy Star in 2002

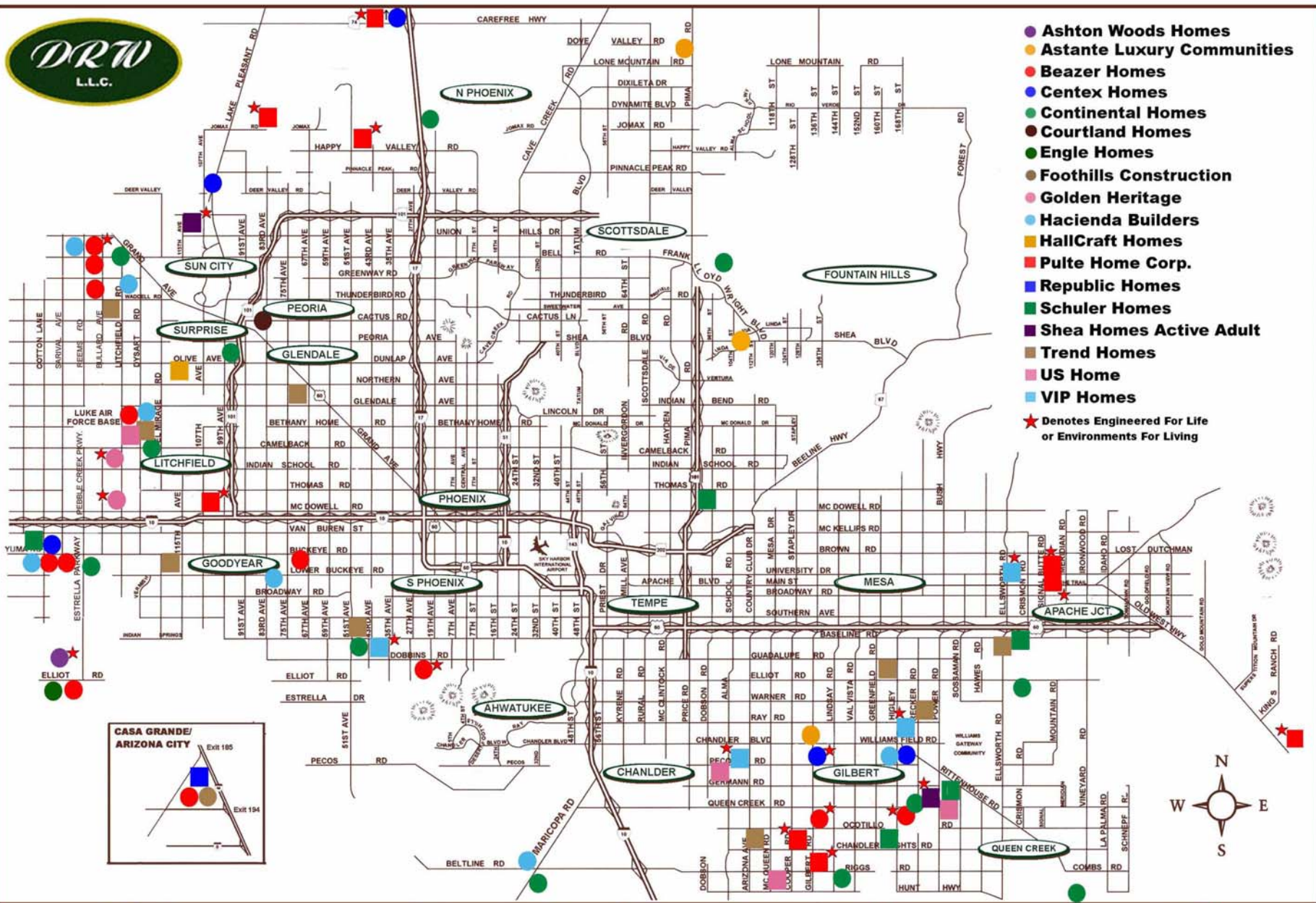


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Growing Your Relationships with Production Builders

- 1. Identify the “Bell Cows”**
- 2. Relationships: build and nurture a network**
(i.e. builders, trades, realtors, etc.)
- 3. Leverage other programs** (EFL, Living, Green Building program, utility programs)
- 4. Builder presentation which effectively explains and sells program(s)**
- 5. Make participation in energy programs as “painless as possible”**
(appreciation for home building “realities”, i.e. cost, schedule, sales process, competition)
- 6. Be a “full service” company – fill the need**
- 7. Patience and persistence in recruiting builders and allies**
- 8. Market conversion** (from marketing edge to industry standard)



- Ashton Woods Homes
 - Astante Luxury Communities
 - Beazer Homes
 - Centex Homes
 - Continental Homes
 - Courtland Homes
 - Engle Homes
 - Foothills Construction
 - Golden Heritage
 - Hacienda Builders
 - HallCraft Homes
 - Pulte Home Corp.
 - Republic Homes
 - Schuler Homes
 - Shea Homes Active Adult
 - Trend Homes
 - US Home
 - VIP Homes
- ★ Denotes Engineered For Life or Environments For Living

Energy Star Home Communities

Phoenix Metropolitan Area

October 2002





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A Full Service Company

- 1. Consulting on plan evaluations, HERS analysis**
- 2. Field training for trade contractors**
- 3. Training for builder sales personnel** (sales tools)
- 4. Coordination/production of point of sale and marketing materials**
- 5. Testing and inspections during construction for quality control**
- 6. Documentation and assistance with Energy Efficient Mortgages (EEM's)**
- 7. Marketing programs** (i.e. "Parade" and "Showcase" of Homes, Co-operative advertising campaign)
- 8. Diagnostic Investigations at problem homes**
(for builder warranty and service departments)



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Questions

